

INFORMATION LETTER

Not for
Publication

NATIONAL CANNERS ASSOCIATION

For Members
Only

No. 1478

Washington, D. C.

March 13, 1954

Pesticide Residues

Legislation providing an administrative method of establishing tolerances for pesticides was approved by the House Committee on Interstate and Foreign Commerce following a hearing March 8. H. Thomas Auster, Chief Counsel of N.C.A., testified in support of the bill, H. R. 7125, which had been introduced by Representative Miller (Nebr.).

The Miller bill was the subject of a discussion at the 1954 Convention by J. Harry Covington of N.C.A. Counsel, whose remarks were reproduced in the INFORMATION LETTER of January 30, page 90.

Representative Miller has stated that he also will seek early action on the companion subject of chemical additives in foods.

Standards-making Procedures

The Senate Committee on Labor and Public Welfare this week reported favorably H. R. 6434, the Hale bill, to simplify food standard procedures. The bill, which passed the House last July, has had the active support of the N.C.A. There is no opposition to the bill and it is expected that it will receive Senate approval in the near future.

USDA Supports Marketing Orders on Processing Crops

Karl Loos, USDA Solicitor, stated during hearings on the Administration's farm program that canned foods should not be subject to marketing orders unless the canner agrees, but that marketing orders on canning crops are "almost essential" to the successful regulation of the same crops on the fresh market.

"If you have a marketing order for the fresh outlet, as there is on such things as citrus fruit and various other fruits and vegetables, and you attempt to regulate that, that tends to accumulate or increase the supply that goes into the can and you are in danger of getting a result in the canned or frozen products that will destroy any advantage of the marketing order on the fresh products," Mr. Loos said.

In hearings on the Aiken bill, S. 3052, Mr. Loos told the Senate Agriculture Committee that the purpose of the proposed amendment to the Agricultural Marketing Agreements Act is to allow producers of fruits and vegetables for processing, upon a two-thirds vote, "to enter into a marketing order program to limit either the quantity or quality of the fruits or vegetables that will go into the processing plants."

Senator Thye (Minn.) asked Mr. Loos who would pay for the administrative functions of the proposed controls program. The Solicitor acknowledged that the marketing orders would

(Please turn to page 138)

State Canner Meetings Feature Progress Reports on N.C.A. Consumer and Trade Relations Program

Progress reports on the N.C.A. Consumer and Trade Relations program are being featured at the current series of eight spring meetings of the State and regional canners associations. Such meetings are being utilized in a twofold manner: (1) as a vehicle to arouse wide interest in the campaign on the part of individual canners and enlist their active participation, and (2) as a springboard for newspaper and radio publicity that will put over various phases of the public service values of the canning industry and its products.

By mid-April canners of 13 states will thus have heard first-hand details of the program, and publicity on canned foods benefits will have been disseminated to newspapers and radio stations of Arkansas, California, Delaware, Indiana, Iowa, Maryland, Missouri, Nebraska, New Jersey, Oklahoma, Utah, Virginia, and Wisconsin.

On Friday and Saturday of this week, President E. E. Willkie and Fred Moss, of the Consumer and Trade Relations Committee, performed this double duty at Salt Lake City before members of the Utah Canners Association. Mr. Moss described the accomplishments of the campaign since Convention time, and exhorted canners to make individual efforts to see that the promotion is supported locally and individually.

Mr. Willkie told Utah canners that food canners have performed an "economic miracle" in holding the price line on canned foods against sharp increases in their major items of cost.

(Please turn to page 142)

International Tin Agreement

The State Department on March 5 announced that the United States will not sign the International Tin Agreement drawn at Geneva in December, 1953. It was announced simultaneously that the U. S. government will hold off the market the excess tin stocks it holds and expects to acquire.

The State Department explained that excess tin stocks held or to be acquired by the U. S. government will be held "in insulation" and "withdrawals could be made only at the direction of the President, as in the case of regular stockpile materials."

According to the State Department, the U. S. made clear to other governments particularly interested in tin that it is aware of the importance they attach to the Agreement and that the U. S. would not object if the other governments decide to bring the Agreement into force.

The International Tin Agreement can come into force and operate with-

(Please turn to page 138)

Mexican Farm Labor Program

The United States and Mexico on March 10 jointly announced the exchange of notes constituting an agreement to renew the Migrant Labor Agreement of 1951.

The State Department stated that "the problem of temporary emigration of Mexican agricultural workers to the United States will continue to be governed by a mutually satisfactory bilateral agreement." The agreement is renewed until December 31, 1955.

The notes exchanged by the U. S. Embassy in Mexico City and the Mexi-

(Please turn to page 139)

DEATH

William J. Underwood

William J. Underwood, 60, vice president and trustee of the Wm. Underwood Co., Watertown, Mass., died suddenly March 2.

He was a member of one of the most famous families in the food field, the great-grandson of William Underwood, founder of the company that is believed to be the first to can foods in the United States. Another member of the family, W. Lyman Underwood, shares with Samuel Cate Prescott honors for pioneer research into sterilization procedures.

William J. Underwood was graduated from Harvard University in 1915 and became actively associated with the company in 1922.

International Tin Agreement

(Concluded from page 137)

out U. S. participation, the State Department said.

The International Tin Agreement was to establish an International Tin Council, with headquarters in London, authorized to buy when the world market price is below the floor price fixed by the Agreement and to sell when the market price is high, so as to stabilize the price of tin and assure an adequate supply.

The countries which participated in the drafting of the Agreement, in addition to the U. S., were Indonesia, Bolivia, Belgium, Thailand, Netherlands, India, Canada, Australia, Italy, Germany, Japan, France, and the United Kingdom.

The U. S. was reluctant to take part in discussions on an international commodity agreement on tin when such talks were first proposed in 1950. Proponents of such an agreement succeeded in having discussions brought under auspices of the United Nations. The U. S. participated last fall in the conference that led to the drafting of the International Tin Agreement, subject to ratification by constitutional procedures by each of the participants.

The majority of the Commission on Foreign Economic Policy, headed by Clarence Randall, recently recommended against commodity agreements and said that they "introduce rigidities and restraints that impair the elasticity of economic adjustment and the freedom of individual initiative."

Marketing Orders

(Concluded from page 137)

be financed through assessments on the handlers. Senator Thye then asked:

"Is this departing from a policy that has been in existence heretofore insofar as it relates to the canners? It seems to me that I have heard some arguments across this table in past years by the canners, and this seems to put some certain procedures into an administrative function here, or into the Act, that had never been there before."

Mr. Loos replied: "This subject has been up before, and on several occasions. The canners have uniformly opposed the inclusion of fruits and vegetables for canning. Heretofore some of those proposals have been to regulate under the marketing order not only fruits and vegetables as they went into the canning plant but also the product as it came out of the plant.

"There the canners have had, I believe, a much stronger case against the regulation on the products as they come out of the plant than they have on the products as they go into the plant. This is particularly desirable in connection with those commodities of fruits and vegetables that have both a fresh market and a canned or frozen market."

Mr. Loos also told the Committee that the canners "passed a resolution at their Atlantic City convention recently opposing this change."

Senator Ellender (La.) asked if the net effect of the proposed marketing order amendment would be "to cause the fruit and other things to be canned to be sold high." The Solicitor agreed that "that is the objective, to get a higher price for the producer."

"And of course it would ultimately mean a higher price to the consumer?" Senator Ellender continued.

"Yes, sir, all of these marketing orders mean a higher price to the consumer to get a higher price for the producer," Mr. Loos responded.

The National Council of Farmer Cooperatives was represented at the hearings by Homer L. Brinkley, executive vice president. He said that his organization favors legislation authorizing the use of marketing orders and continuing and liberalizing the Marketing Agreements Act.

Allan B. Kline, president of the American Farm Bureau Federation,

supported the Administration bill but expressed concern over the problem of "diverted acreage." He pointed out that in 1953 the planted acreage of "29 commercial vegetables" totaled 3,929,000 acres, and that "it doesn't take many diverted acres to make a terrific impact in the vegetable field." He proposed an amendment providing incentives to farmers to put diverted acres into soil-building crops.

The Farm Bureau also said that the proposal to bring canning crops under marketing orders is consistent with its policies. Mr. Kline recommended that the bill be amended to provide "for the inclusion of processors with producers on the administrative committees for any marketing agreement or order program covering fruits and vegetables for processing."

While hearings on the Aiken bill continued before the Senate Agriculture Committee, the House Agriculture Committee opened hearings March 10 on the Administration farm program.

CONGRESS

Government Finality Clause

The House Judiciary Committee last week reported with an amendment the bill, S. 24, designed to permit limited judicial review of the decisions of government contracting officers in matters arising under government contracts.

Purpose of the proposed legislation is to overcome the inequitable effect, under a recent Supreme Court decision, of language in government contracts which makes the decision of the contracting officer or the head of the agency final with respect to questions of fact; and to prohibit the insertion of language making the decision of a contracting officer final on questions of law.

The N.C.A. filed a statement supporting the proposed legislation in 1952 (see INFORMATION LETTER of March 29, 1952, page 136).

In its present form, the bill would prevent any decisions of the contracting officer from being considered final on questions of law, and would permit review on questions of fact when the contracting officer's decision was "fraudulent, or capricious, or arbitrary, or so grossly erroneous as necessarily to imply bad faith" or was "not supported by substantial evidence."

MEETINGS

Food Processors Conference

On March 17, 18, and 19, the University of Maryland will hold its fifth annual workshop for food processors. The program this year has been designed for the specific benefit of top management in the food processing industry. Each day will be devoted to a different problem, each of which will be important to top management during the coming year.

The first day will be devoted to administration and management techniques, the second day to finance and quality control and the third day to marketing and sales analysis problems.

National recognized speakers in each subject will appear on the program. The sessions have been planned to provide ample discussion of each subject by all persons attending the conference.

H. L. Stier, Director of N.C.A. Statistics, will appear on the program Wednesday, March 17. His subject will be "Statistics for Administration and Management."

Persons interested in attending the conference should contact Dr. Kramer, Department of Horticulture, University of Maryland, College Park, Md.

Mexican Farm Labor Program

(Concluded from page 137)

can Ministry of Foreign Relations are intended to clarify the 1951 Agreement and to bring about changes deemed necessary to improve the operation of the Agreement and to reduce the flow of illegal workers into the United States.

Principal provisions of the "new understanding" are reported by the two governments as follows:

"(1) Wages paid to Mexican workers in the United States under the agreement may not be less than the prevailing wages for domestic laborers performing the same activity in the same area of employment as determined by the United States Secretary of Labor. Provision is made for the Mexican government to protest and present evidence where it believes the wage determination to be inaccurate.

"(2) The contracting of workers will not be interrupted during investigation and solution of differences which might arise in connection with the operation of the program.

"(3) Subsistence allowances for Mexican workers are to be established

at rates adequate to meet the cost in the area of employment of diets which the United States Department of Agriculture considers necessary for persons performing arduous labor.

"(4) Off-the-job insurance at the workers' expense is provided to cover workers suffering injuries, illnesses or death. Standard form policies will be established which may be underwritten by any properly licensed insurance company offering competitive rates. The Mexican government reserves the right to institute a plan for off-the-job insurance to be managed by a Mexican government authorized organization.

"(5) Entire counties will no longer be included in the list of areas which are unacceptable for the employment of Mexican labor because of discrimination in a particular community. Individual employers will be placed on ineligible lists only as a result of joint determination by both governments.

"(6) Workers who do not complete their contracts will receive return transportation and subsistence costs from the employer in the same proportion as the period worked compares with the length of the contract. Employers may postpone from one payday to the immediately following payday a total of three days earnings of a worker.

"(7) A new migratory station for the recruitment of workers will be opened at Mexicali, Baja California, and the stations at Monterey and Chihuahua are to be reactivated. The other migratory stations provided in the agreement are at Durango, Irapuato, and Guadalajara. A U. S. reception center at Hidalgo is planned to replace that formerly at Harlingen, Texas.

"(8) Workers who were contracted in the United States during the period from January 16, 1954, to February 8, 1954, may, if they desire, be covered at the expiration of their contracts by new contracts under the renewed agreement.

"(9) A Joint Migratory Labor Commission composed of representatives of the interested Departments of the two governments has been established to function until October 31, 1954. This commission will observe the migrant labor movement between Mexico and the United States in both its legal and illegal aspects and make recommendations to the two governments for possible improvement in the operation of the agreement and for methods of deterring the illegal traffic. The Commission will also study the advisability of reducing the minimum contracting period for Mexican workers from six to four weeks and make appropriate recommendations within 30 days. The Commission will also study and make recommendations concerning other problems which are referred to it by the governments.

"(10) New negotiations may be entered into within 30 days after the final recommendations of the Joint Commission in order that the governments may consider applying these recommendations to the operation of the program."

* * *

Mexican Farm Labor Program

On March 11 the House passed and sent to the Senate a bill providing \$478,000 for the operation of the Mexican farm labor program through June 30. Authorization for the appropriation was the subject of Congressional action last week when Congress approved legislation authorizing the Labor Department to carry on a unilateral program for the recruitment of Mexican nationals. Until Congress appropriates funds, however, the Labor Department can take no action to implement the new program.

STATISTICS

Citrus Fruit Production

March 1 estimates of 1954 production of oranges and grapefruit are unchanged from a month earlier, according to the Crop Reporting Board, Agricultural Marketing Service, USDA.

Forecasts indicate oranges at 124.8 million boxes, of which Valencias would account for 58.7 million boxes; and grapefruit at 44.3 million boxes—the same figures reported for February 1.

The estimate of 13.5 million boxes of California lemons is up 500,000 boxes from February 1.

Utilization of Florida oranges to March 1 totaled about 52 million boxes, compared with about 42 million boxes used to March 1 last season. Fresh use was about the same in both seasons, so processing accounted for all of the increase.

Florida grapefruit used to March 1 totaled 23 million boxes, 2½ million boxes more than to the same date last season. Utilization is greater this season for both fresh use and processing. It is expected that a considerable portion of Florida's 38 million boxes of grapefruit will be abandoned this season.

Texas grapefruit is indicated on March 1 at 1,100,000 boxes, not quite three times as much as the 400,000 boxes obtained last year.

Green Peas for Processing

A decrease of about 2 percent from the 1953 plantings of green peas for processing is indicated for 1954, according to the Crop Reporting Board, Agricultural Marketing Service, USDA.

Assuming a loss in plantings of about 6 percent, in line with recent years, the indicated planted acreage would result in about 429,000 acres for harvest. This would compare with 430,640 acres harvested last year and an average of 430,600 harvested acres for the 1943-52 period.

Of the 456,350 acres in prospect for processing this year, intentions reports indicate that 335,150 acres will be planted for canning, about 2 percent less than last year's plantings of 342,520 acres and 11 percent below the 10-year average plantings of 374,800 acres.

| State | 1953 Indi- cated | 1953 planted | 1954 Indi- cated | Percent change from 1953 |
|---|------------------------|-----------------|------------------------|-----------------------------------|
| | (acres) | (acres) | (acres) | planted |
| Maine..... | 8,400 | 7,930 | 9,300 | +17 |
| New York.... | 25,400 | 24,200 | 18,800 | -22 |
| Pennsylvania.. | 14,300 | 15,000 | 14,800 | -1 |
| Ohio..... | 2,200 | 2,000 | 1,500 | -25 |
| Indiana..... | 2,400 | 2,000 | 1,600 | -20 |
| Illinois..... | 29,600 | 30,300 | 31,000 | +2 |
| Michigan..... | 6,700 | 6,000 | 5,300 | -12 |
| Wisconsin..... | 131,600 | 134,600 | 132,000 | -2 |
| Minnesota..... | 61,500 | 62,000 | 61,000 | -2 |
| Iowa..... | 5,200 | 3,500 | 3,200 | -1 |
| Delaware..... | 3,500 | 2,100 | 2,500 | +19 |
| Maryland..... | 8,000 | 9,300 | 9,700 | +4 |
| Virginia..... | 2,300 | 2,600 | 2,400 | -4 |
| Idaho..... | 9,800 | 9,100 | 11,400 | +25 |
| Colorado..... | 4,100 | 3,700 | 3,200 | -14 |
| Utah..... | 8,000 | 8,500 | 9,200 | +8 |
| Washington.... | 65,300 | 64,800 | 64,000 | -1 |
| Oregon..... | 65,300 | 56,000 | 58,000 | +2 |
| California..... | 11,900 | 11,900 | 9,100 | -24 |
| Other states ¹ .. | 7,330 | 7,920 | 8,350 | +5 |
| U. S. Total.... | 462,890 | 464,250 | 456,350 | -2 |
| For canning and other processing... | 338,900 | 342,520 | 335,150 | -2 |
| For freezing... | 123,990 | 121,730 | 121,200 | |

¹ Ark., Ga., Kans., Mo., Mont., Nebr., N. J., Okla., Tenn., W. Va., and Wyo.

Spinach for Processing

Reports from spinach processors in California and Texas indicate a 1954 production of 49,300 tons for canning and freezing from the winter crop in Texas and the early spring crop in California, according to the Crop Reporting Board of USDA. This is about 11 percent less than the 1953 production of 55,100 tons and 2 percent below the average annual production of 50,230 tons for the 1943-52 period.

The 1954 acreage for harvest in these two states is estimated at 10,800 acres, compared with 11,500 acres harvested in the winter and early spring of 1953 and the 10-year average of 14,810 acres.

The 1954 acreage of winter crop spinach in Texas is indicated at 4,500 acres, the same as last year, with a yield of 1.3 tons per acre. The early spring crop in California is indicated at 6,300 acres, compared with 7,000 acres in 1953, with a yield of 6.9 tons per acre.

1953 Pack of Black-eye Peas and Other Field Peas

The 1953 pack of fresh black-eye peas and other varieties of fresh field peas totaled 2,359,113 actual cases, as compared with 1,757,614 cases packed in 1952, according to a report by the N.C.A. Division of Statistics.

| Variety | 1952 | 1953 |
|-----------------------|----------------|----------------|
| | (actual cases) | (actual cases) |
| Black-eye peas..... | 1,163,942 | 1,111,708 |
| Purple hull peas..... | 178,607 | 428,505 |
| Field peas..... | 198,230 | 378,138 |
| Crowder peas..... | 165,096 | 313,437 |
| Cream peas..... | 51,769 | 127,325 |
| U. S. Total..... | 1,757,614 | 2,359,113 |

1953 Okra Pack

The 1953 pack of okra totaled 1,104,442 actual cases, as compared with 765,800 cases packed in 1952, according to a report by the N.C.A. Division of Statistics.

| Style of Pack | 1952 | 1953 |
|------------------------|----------------|----------------|
| | (actual cases) | (actual cases) |
| Whole okra..... | 48,751 | 35,465 |
| Cut okra..... | 372,579 | 447,184 |
| Okra and tomatoes..... | 344,470 | 462,793 |
| U. S. Total..... | 765,800 | 1,104,442 |

* Includes okra, corn and tomatoes.

1953 Pack of Tomato Pulp

The 1953 pack of tomato pulp amounted to 2,828,918 actual cases, about a fifth smaller than the 1952 pack of 3,632,591 cases, according to a report by the N.C.A. Division of Statistics.

The 1953 pack is equal to about half of the 1951 pack of 5,881,030 cases.

The total 1953 pack does not include pulp or puree for remanufacture in the same plant, but is intended to cover only the pack of pulp and puree for sale.

| State | 1952 | 1953 |
|------------------------|----------------|----------------|
| | (actual cases) | (actual cases) |
| New York..... | 54,304 | 74,140 |
| Maryland-Delaware..... | 258,519 | 245,652 |
| N. J. and Pa..... | 459,337 | 269,370 |
| Ohio..... | 132,323 | 110,169 |
| Indiana..... | 275,203 | 399,424 |
| Michigan..... | 150,885 | 123,324 |
| Utah and Idaho..... | 178,613 | 295,704 |
| California..... | 1,858,849 | 1,129,332 |
| Other states..... | 244,658 | 181,803 |
| U. S. Total..... | 3,632,591 | 2,828,918 |

1952-53 Pack of Sauerkraut

The 1952-53 pack of canned sauerkraut amounted to 6,126,780 actual cases as compared with 6,019,003 cases packed in 1951-52, according to a report by the N.C.A. Division of Statistics. The pack totals are computed for the periods beginning August 31 and ending September 1.

| State | 1951-52 | 1952-53 |
|---------------------------|----------------|----------------|
| | (actual cases) | (actual cases) |
| New York..... | 2,099,896 | 2,261,217 |
| Ohio, Mich., and Ind..... | 1,119,681 | 990,610 |
| Wisconsin..... | 2,073,943 | 1,824,760 |
| Other Midwest states..... | 39,112 | 18,242 |
| West..... | 370,183 | 434,309 |
| South..... | 316,188 | 597,642 |
| U. S. Total..... | 6,019,003 | 6,126,780 |

Consumer Purchases of Canned and Frozen Foods

In 1952, considerably more city families bought canned corn, peas, and snap beans than the corresponding frozen items. About the same number of city families purchased canned lima beans and canned spinach as the corresponding frozen items, but more city families bought frozen concentrated orange juice during 1952 than bought canned orange juice. These facts of interest to every food processor are contained in "Market Research Report No. 60" which was recently issued by the Agricultural Marketing Service of the U. S. Department of Agriculture. The report

is based upon information obtained during the calendar year 1952 from 2,040 families with 6,933 family members.

The purchase data is separated into four regions of the United States: two income groups (those above and below \$3,000) and by type of refrigeration equipment owned or purchased during the year. The report contains information on 12 frozen items and 6 canned items. The 6 canned items contained in the report correspond to 6 of the frozen items. The report states that for most of the 12 frozen items there appeared to be no signifi-

cant differences in the percent of families buying between those owning refrigerators only and those owning home freezers. Families who owned neither a refrigerator nor a home freezer showed a higher proportion of families buying canned items but a lower percent buying frozen items when compared with families owning refrigerators or freezers.

During the 12-month period, January through December, 1952, more than 50 percent of the families included in the study bought 4 of the 6 canned items while only one frozen item fell in this category—concentrated frozen orange juice. The proportion of families buying, in 1952, each of the 6 items in canned and frozen form and the per capita purchases of the buying families is shown in the table below:

| Commodity | Percent of Families Purchasing During 1952 | | Per Capita Purchases of Buying Families in 1952 | |
|-----------------|--|--------|---|--------|
| | Canned | Frozen | Canned | Frozen |
| Lima beans... | 37 | 38 | 1.2 | 1.1 |
| Snap beans... | 61 | 28 | 3.0 | 1.1 |
| Corn... | 71 | 25 | 2.5 | 1.1 |
| Orange juice... | 51 | 68 | 7.3 | 4.8 |
| Peas... | 87 | 52 | 5.5 | 2.7 |
| Spinach... | 27 | 29 | 1.3 | 1.4 |

Percentage of Families Buying by Income Group and Region

There was relatively little difference in the percentage of families buying the 6 canned items in the two income classes. A slightly higher percentage of families purchased canned snap beans and canned corn in the over-\$3,000 income class but a slightly lower percentage in this income group purchased the other 4 items. However, for each of the frozen items, the highest percentage of purchasing families occurred in the higher income group.

Summarized below are data taken from the report summarizing the percentage of families in each income group who bought the 6 canned items included in the report and the same 6 items in frozen form:

| Commodity | Annual Income -Under \$3,000- | | Annual Income -\$3,000 and Over- | |
|--------------------------------|-------------------------------|--------|----------------------------------|--------|
| | Canned | Frozen | Canned | Frozen |
| —(percent of families buying)— | | | | |
| Lima beans... | 40 | 29 | 38 | 40 |
| Snap beans... | 60 | 16 | 61 | 31 |
| Corn... | 69 | 17 | 72 | 27 |
| Orange juice... | 55 | 53 | 50 | 72 |
| Peas... | 90 | 36 | 87 | 57 |
| Spinach... | 29 | 19 | 26 | 32 |

¹ Data for 7-month period January 1, 1952, to July 27, 1952.

According to the report, there were significant differences among regions

in percentage of families buying the various items during the year 1952. The Northeast region, on the average, showed the highest percentage of families buying frozen foods. For canned foods, the Northeast region was either the lowest or the next to lowest in the percentage of families buying the 6 canned items included in the study. The South showed the highest percentage of families buying 3 of the canned items (peas, orange juice, and lima beans) and the Pacific, Mountain and Southwest region showed the highest percentage buying the other 3 canned items studied (corn, snap beans, and spinach). The following table shows the percentage of families buying each of these 6 items in canned and frozen form in each region:

| | Pacific, Mtn., and South-west | | | |
|--------------------------------|-------------------------------|---------------|-------|-------------------------------|
| | North-east | North Central | South | Pacific, Mtn., and South-west |
| —(percent of families buying)— | | | | |
| Lima beans ¹ | | | | |
| Canned... | 33 | 39 | 50 | 34 |
| Frozen... | 39 | 30 | 51 | 39 |
| Snap beans ¹ | | | | |
| Canned... | 54 | 64 | 50 | 60 |
| Frozen... | 36 | 22 | 20 | 29 |
| Corn | | | | |
| Canned... | 71 | 74 | 63 | 75 |
| Frozen... | 24 | 23 | 21 | 33 |
| Orange Juice | | | | |
| Canned... | 43 | 55 | 65 | 52 |
| Frozen... | 75 | 67 | 58 | 65 |
| Peas | | | | |
| Canned... | 85 | 90 | 92 | 83 |
| Frozen... | 54 | 50 | 43 | 60 |
| Spinach ¹ | | | | |
| Canned... | 19 | 31 | 26 | 34 |
| Frozen... | 38 | 25 | 23 | 25 |

¹ Data for 7-month period January 1, 1952, through July 26, 1952.

Per Capita Purchases by Income Group and Region

Families who bought canned peas, corn, and snap beans purchased more than twice the quantity purchased by families who bought those same products in frozen form. The per capita purchases of canned orange juice and canned lima beans exceeded those of the corresponding frozen product by 49 and 44 percent respectively. (The quantity purchased for the canned orange juice was expressed as pounds of the single-strength juice while the frozen represents pounds of the concentrated juice.) Per capita purchases of frozen spinach is the only one of the 6 items for which the per capita frozen purchases exceeded the canned.

When the purchases were separated by income class, it was found that, for the canned items, in each instance the pounds purchased by families with incomes under \$3,000 exceeded the purchases by families having incomes

over \$3,000. The comparison of the per capita purchases by income class for the 6 items in canned and frozen form is shown in the following table:

| | Annual Incomes of Buying Families | | | |
|------------------------------------|-----------------------------------|------------------|--------|------------------|
| | Under \$3,000 | \$3,000 and Over | Canned | Frozen |
| —(per capita purchases in pounds)— | | | | |
| Lima beans ¹ ... | 1.5 | 1.1 | 1.1 | 1.1 |
| Snap beans ¹ ... | 3.2 | 1.0 | 2.9 | 1.1 |
| Corn... | 3.0 | 1.0 | 2.4 | 1.1 |
| Orange juice... | 8.2 | 4.0 ² | 7.0 | 5.0 ² |
| Peas... | 6.3 | 2.4 | 5.3 | 2.7 |
| Spinach ¹ ... | 1.4 | 1.4 | 1.3 | 1.5 |

¹ Data for 7-month period January 1, 1952, through July 26, 1952. ² Weight of concentrated product; multiply by 4 to obtain equivalent single strength weight.

Regional differences also were found in the per capita purchases. Per capita purchases of canned peas for buying families was highest in the Western states with the Northeast a fairly close second. For corn, the North Central states showed the highest per capita purchases with little difference between the Northeast and Western states. The North Central states showed the highest per capita purchases for canned orange juice, the South for lima beans and green beans, and the Western states for spinach. The following table summarizes the per capita purchases of the families in each region who bought the canned and frozen items.

| | Pacific, Mtn., and South-west | | | |
|------------------------------------|-------------------------------|---------------|-------|-------------------------------|
| | North-east | North Central | South | Pacific, Mtn., and South-west |
| —(per capita purchases in pounds)— | | | | |
| Lima beans ¹ | | | | |
| Canned... | 1.1 | 1.0 | 1.7 | 1.2 |
| Frozen... | 1.3 | .9 | 1.2 | 1.1 |
| Snap beans ¹ | | | | |
| Canned... | 3.0 | 2.9 | 3.0 | 3.0 |
| Frozen... | 1.2 | .8 | .9 | 1.3 |
| Corn | | | | |
| Canned (WK) | 2.5 | 2.6 | 2.2 | 2.4 |
| Frozen (cut) | 1.3 | .8 | .9 | 1.2 |
| Orange Juice | | | | |
| Canned (ss) | 7.2 | 7.8 | 7.4 | 6.0 |
| Frozen (conc) | 6.2 | 4.2 | 3.7 | 3.8 |
| Peas | | | | |
| Canned... | 5.7 | 5.0 | 5.5 | 6.0 |
| Frozen... | 3.1 | 1.8 | 1.5 | 3.6 |
| Spinach ¹ | | | | |
| Canned... | 1.1 | 1.4 | 1.2 | 1.6 |
| Frozen... | 1.7 | 1.1 | 1.4 | 1.3 |

¹ Data for 7-month period January 1, 1952, through July 26, 1952. (WK) = whole kernel. (ss) = single strength.

The data contained in this report were supplied by the Market Research Corporation of America from funds obtained under the Agricultural Marketing Act of 1946. The Agricultural Marketing Service has indicated it will appreciate receiving comments from the industry concerning the usefulness of such reports and suggestions on how they might be improved.

PERSONNEL

Utah Canners Association

The Utah Canners Association elected the following officers recently at the association's annual meeting:

President—D. J. Isom, Hunt Foods, Inc., Salt Lake City; vice president—Angus G. Stevens, Stevens Canning Co., Ogden; executive secretary-treasurer—Harvey F. Cahill, Ogden (re-elected).

Consumer and Trade Relations

(Concluded from page 137)

He cited government statistics showing that canners pay 2½ times more for raw products and three times more in wages than 15 years ago. But over this period, Mr. Willkie explained, retail prices rose only by two-thirds.

Over a shorter period—the last five years—the costs of raw products and labor in the canning industry have continued their advance. However, Mr. Willkie explained, canned food prices have risen only 3 percent in the last five years, while prices of all foods have gone up an average of 14 percent.

Mr. Willkie said that the retail prices of canned fruits and vegetables still are below the ceiling prices that were in effect almost two years ago when OPS was abolished.

These facts and others in Mr. Willkie's speech were contained in a press release prepared by the Information Division and distributed to the national wire services, the trade journals, and to the 11 largest Utah newspapers.

At Philadelphia, Pa., on Thursday, Nelson H. Budd, Director of the N.C.A. Information Division, reported the up-to-date developments of the Consumer and Trade Relations program in a speech before members of the Tri-State Packers Association, and, with Chairman W. A. Free of the Committee and Don Callahan of DAY, participated in a round table discussion of the subject with their Merchandising and Consumer and Agricultural Relations Committees.

The press release on Mr. Budd's speech broke the news that the per capita consumption of canned foods reached a new peak in this country in 1953, with each person eating an average of 102.2 pounds. From figures recently released by the U. S. Department of Agriculture, the N.C.A. release showed the rise in consumption of canned foods per capita in the

past 15 years as follows: 1938—64 pounds; 1943—68.3 pounds; 1948—96.0 pounds; 1953—102.3 pounds.

The press release brought out that canners are famous innovators, that canned foods were the first "pre-packaged" foods presented to American consumers, and made possible the development of the modern self-service grocery store. It went on to show that this leadership on the part of canners is evidenced in other ways. In the establishment of research laboratories and placement of canned foods manufacture on a scientific basis; in pioneering home economics studies to ascertain housewives' desires and create recipes and menus for glamorous meals; in the development of quality controls for canning crops.

Mr. Budd pointed out that "All these activities, which are maintained and expanding today, spell constant quality improvement and result in the growing demand for canned foods," and that "meanwhile, the grocer is finding out what the popularity of canned foods means for him—high volume, rapid turnover, a minimum of handling, no spoilage or waste to throw away at the end of the day."

Besides the national wire services and trade journals, the Philadelphia press release was distributed to 212 newspapers and 86 radio-TV stations in the Tri-State area.

Speeches on the new promotion activity of the Association, and press releases on some favorable aspect of

the canning industry's public service were the order of the day also when Secretary Campbell spoke at the Virginia Canners Association meeting in Roanoke, February 26 (see INFORMATION LETTER of February 27) and when Dr. H. L. Stier, Director of the Division of Statistics, addressed the Ozark Canners Association meeting at Springfield, Mo., on February 19. Guy Pollock, Secretary of the Iowa-Nebraska Canners Association, devoted a speech to the Consumer and Trade Relations program at their spring meeting, February 17, at Ames, Iowa.

President Willkie will carry the message to members of the Canners League of California March 15 at Santa Barbara, and Past President Ratzesberger at the Indiana Canners meeting at Indianapolis, April 8. Plans are being made to have it covered also at the Wisconsin spring meeting April 7.

PROCUREMENT

Canned Beef for USDA

The Foreign Operations Administration has authorized \$1 million for purchase of canned beef and gravy for the East Germany Food Relief Program. Procurement will be carried out through the U. S. Department of Agriculture.

TABLE OF CONTENTS

| | PAGE | | PAGE |
|---|------|--|------|
| Congress | | Personnel | |
| USDA supports marketing orders on processing crops | 137 | Utah Canners Association | 142 |
| Pesticide residues | 137 | Procurement | |
| Standards-making procedures | 137 | Canned beef for USDA | 142 |
| Government finality clause | 138 | Statistics | |
| Consumer Relations | | Citrus fruit production | 139 |
| State canner meetings feature progress reports on N.C.A. consumer and trade relations program | 137 | Green peas for processing | 140 |
| Death | | Spinach for processing | 140 |
| William J. Underwood | 138 | 1953 pack of black-eye peas and other field peas | 140 |
| Labor | | 1953 okra pack | 140 |
| Mexican farm labor program | 137 | 1953 pack of tomato pulp | 140 |
| Meetings | | 1952-53 pack of sauerkraut | 140 |
| Food processors conference | 139 | Consumer purchases of canned and frozen foods | 140 |
| | | Supplies | |
| | | International tin agreement | 137 |